

Federal Communications Commission

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Account number: 54013

Description: WISH 4THQTR 08 DTV ACTIVITY REPORT
Application Reference Number: 20090109ASP
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090109ASP	
Licensee INDIANA BROADCASTING, LLC					
Call Sign WISH-TV		Facility Id 39269		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
INDIANAPOLIS		IN	MARION		46202 -
Nielsen DMA INDIANAPOLIS		World Wide Web Home Page Address WWW.WISHTV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	8				
<input checked="" type="checkbox"/> Digital	9				
Report reflects information for quarter ending: 12/31/2008					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Application Purpose:					
<input checked="" type="radio"/> DTV Education Report					
<input type="radio"/> Amendment				File Number -	
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	230
Total 5:00 a.m. to 1:00 a.m. CSTs	296
For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?	
Total 6:00 a.m. to 9:00 a.m. PSAs	152
Total 6:00 a.m. to 9:00 a.m. CSTs	6
For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?	
Total 6:00 p.m. to 11:35 p.m. PSAs	52
Total 6:00 p.m. to 11:35 p.m. CSTs	91
For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?	
Total 5:00 p.m. to 10:35 p.m. PSAs	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments:	

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.	
Total number of 30 Minute Informational Programs	0
Comments:	

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?	
278	<i>Graphic Displays</i>
278	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
10	<i>Longer Form Reminders</i>
Comments: THE COMMISSION SHOULD NOTE THAT DURING THE 4TH QUARTER OF 2008, WISH-TV CONTINUED TO EDUCATE VIEWERS ABOUT THE DTV CONVERSION WITH SEGUES TO AND FROM NEWS STORIES DURING OUR 24 HOUR NEWS 8 BROADCASTS.	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE COMMISSION SHOULD NOTE THAT DURING THE 4TH QUARTER OF 2008, WISH-TV CONTINUED TO EDUCATE VIEWERS ABOUT THE DTV CONVERSION WITH SEGUES TO AND FROM NEWS STORIES DURING OUR 24 HOUR NEWS 8 BROADCASTS.	

Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>WE HAVE A DEDICATED SECTION ON OUR WEBSITE FOR DTV INFORMATION.</p> <p>WE RAN APPROXIMATELY 4,900,000 DTV AWARENESS ANNOUNCEMENTS IN AD POSTIONS ON OUR WISH-TV WEBSITE.</p> <p>AT OUR \$10 CPM RATE, THAT'S \$49,000 IN VALUE.</p> <p>THE DTV SECTION ON OUR WEBSITE HAS A PROMINENT LINK FROM OUR HOME PAGE, AND IN ADDITION TO THE DTV INFORMATION SECTION, WE FEATURE A RUNNING COUNTDOWN TO DTV CLOCK SO THAT OUR VIEWERS AND WEB BROWERS WILL ALWAYS KNOW EXACTLY HOW MUCH TIME THEY HAVE BEFORE THE TRANSITION.</p>	
Additional DTV Outreach Efforts -- Last Quarter	
Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.	
<p><input checked="" type="checkbox"/> Speaking Engagements</p> <p>Comments:</p> <p>WISH-TV PARTICIPATED IN SEVERAL DTV SPEAKING ENGAGEMENTS DURING THE 4TH QUARTER OF 2008. THE TALKS WERE CONDUCTED BY CREATIVE SERVICES DIRECTOR SCOTT HAINEY, AND PRESIDENT & GENERAL MANAGER JEFF WHITE.</p> <p>THEY ARE AS FOLLOWS:</p> <p>10/27 HENDRICKS COUNTY SENIORS CENTER</p> <p>10/30 NOBLESVILLE SENIORS CENTER</p>	
<p><input checked="" type="checkbox"/> Community Events</p> <p>Comments:</p> <p>DURING OUR BUDDY WALK 2008 FOR DOWN SYNDROME INDIANA, COMMUNITY OUTREACH INITIATIVES WERE PUT INTO PLACE TO KEEP OUR VIEWING PUBLIC INFORMED ABOUT THE UPCOMING DTV CONVERSION. WE PROVIDED INFORMATIONAL PAMPHLETS AT OUR TENT SITE, AND HAD</p>	

TALENT AND STAFF ON HAND TO DISCUSS THE TRANSITION. MORE THAN 3000 PEOPLE ATTEND THE EVENT ANNUALLY.

Other (describe)

Comments:

WHEN POSSIBLE, THE DTV CONVERSION IS DISCUSSED WITH MEMBERS OF THE VIEWING PUBLIC WHEN THEY VISIT OUR STUDIOS FOR STATION TOURS.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

Station Certification

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing ASSISTANT SECRETARY OF MANAGING MEMBER
Signature JEAN W. BENZ	Date (mm/dd/yyyy) 01/09/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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